

DATABASE KNOWLEDGE DISCOVERY IN MARKETING COMPANIES

Amelec Vilorio, Jin Li, Jessica Manosalva Sandoval, Jesús Vargas Villa

Abstract.

In recent years, technological development in both the computing and data transmission fields has allowed the storage and management of large volumes of data. Today, businesses move in highly competitive and continuous changing environments. Market dynamics requires companies to handle the right information at the right time so that managers can make the appropriate business decisions. For this reason, companies have understood that the large volumes of data residing in their systems can, and must, be analyzed and exploited to gain new knowledge. This research develops a Database Knowledge Discovery process for assisting in the decision-making of a group of distribution companies. In this sense, subjects related to Data Mining and its application in the environment of economic, financial, and management indicators are described, obtaining models of association and grouping to support the work of managers at different levels of the organization.

Keywords:

Data mining, Grouping, Knowledge, Company